Proposed Order for Establishing Goals and Criteria for Interim Conservation Programs
Appendix B
Candidate Interim Conservation Programs

Candidate Program	Description	Delivery	Customer Class	Potential Cost	Cost Effectiveness[1]	Advantages as an Interim Program	Disadvantages as an Interim Program
Building Operator Certification	Energy efficiency training program for facilities managers	NEEP	Commercial/ Industrial	$230,000	B/C ratio 7.8 per evaluation of Northwest program	Easy start-up - Existing delivery mechanism - Tariff pending at PUC Evaluated cost effective in Northwest Supports small business Creates favorable market conditions Promotes sustainable economic development	May be difficult to determine cost effectiveness
State Buildings	Fund conservation measures in State buildings	BGS	Public facilities	$1.5 million identified, but flexible	Projects chosen to ensure favorable B/C ratios	Cost effective, via engineering estimate Easily measured savings Benefits all citizens Creates favorable market conditions Good pilot	Difficult start-up - Implementation requires significant person hours - Consultant may be required
Residential lighting promotion	Advertise, assist retailers, offer rebates to Increase adoption of compact fluorescent lights	RFP for vendors	Residential	$700,000	Evaluated cost effective in other states	Easy start-up: - vendors currently exists Evaluated cost effective elsewhere Available to all residential consumers Increases consumer awareness Creates favorable market conditions Good pilot	
Maine Energy Education Program (MEEP)	Conservation education through schools	MEEP	Residential, School facilities	$83,000	No known study	Easy start-up - Program currently running Reaches many consumers (through children) Increases consumer awareness	Difficult to determine cost effectiveness
Existing utility programs	Primarily rebates for efficient lighting and motors, water heater wraps	T&D Utilities	Commercial/ Industrial, Residential	$3.5 million	Cost effective per ongoing utility evaluates	Easy start-up - Programs currently running - Familiar to customers Proven cost effective in Maine Allows orderly transition	Delivered by utilities, so counter to Act's intent
Low income appliance replacement		CAPS	Low Income	$300,000 to $600,000	No known study	Some start-up easy - Existing delivery mechanism Easily measured savings Reaches low-income customers	Some start-up difficult - Substantial design work remains - Consultant may be required Cost effectiveness unknown

[1] B/C Ratio is the benefit cost ratio. A B/C ratio greater than 1 means that the value of the benefits is greater than the value of the costs, and the program is cost-effective.

School retrofits	Retrofit schools to improve lighting efficiency	Schools RFP for delivery co.	Public facilities	Flexible	Projects chosen to ensure favorable B/C ratios	Cost effective, via engineering estimate Easily measured savings Good pilot Benefits wide range of citizens in each town May increase consumer awareness In each town	Start-up difficult - Substantial design work remains - Consultant to PUC staff may be required
Motor efficiency	Introduce more efficient motors to businesses	NEEP	Commercial/ Industrial	$300,000	Economic potential determined by independent consultant	Easy start-up - Existing delivery mechanism Predicted to be cost effective by independent consultant Benefits small business Creates favorable market conditions	May be difficult to determine cost effectiveness